

A FEW FAST ONES
FROM
A GOOD MIXER

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TO.....

with best wishes from

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Representative of The Coca-Cola Company

A FEW FAST ONES FROM A GOOD MIXER



This booklet was inspired by a conversation between an experienced soda fountain man about to go into the Army and the girl who is going to replace him. It is published in the belief that it will be interesting and helpful to all girls who handle the controls of the soda fountain.

THE COCA-COLA COMPANY

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GOOD MORNING, ma'am. Your order please? . . . What! The new fountain girl? Well, I'll be a human being! The boss said he was getting a girl to take my place, but he didn't say she was beautiful. What's your name?

Isn't that a coincidence? Georgia is my favorite name . . . My own name? Gus to you, 'Augustus' on the birth certificate. I was named after a Roman emperor. Why am I leaving?

Well, I'm tired of being indoors so much, Georgia. I'm going out on the road for Uncle Sam to sell the Japs and Germans a nice line of explosive novelties.

Well, Georgia, I guess we better get down to business. The boss asked me to smarten you up about your new job, just like the sergeant is going to have to groove me into my new job—although I do know that with a gun you hold the end that has the wood on it to your shoulder when you shoot.

Lesson Number One, Georgia, is about whether you think you now have a good job or a no-good job, because how you feel about it will show up in the way you do your work and in the way you do or don't do yourself some good.

Personally, I feel that I'm giving up a good job, because I've been learning a lot about how to sell people—and that's the backbone of all business—and how to manage a store. Just between you and me and 60,000 gateposts, the boss got his start behind a soda fountain.

Seriously, young lady, there are a lot of successful women in business today, and they got their start by starting to learn. The soda fountain is a swell place to

learn, too, because check-ups made all over the country show that in any store operating a soda fountain, generally speaking, *the fountain brings in more people than all other departments combined*, and it usually brings in more sales than any other department.

Now what does that prove? It proves, Georgia, that a lot of the people who come in this place pass right under your pretty nose. In fact, you're the green light at this point, unless you manage this fountain so that customers see red.



I mean to say that it has been proved over and over again that if people like a store's soda fountain, they keep on coming back to that store for sandwiches and Coca-Cola and whatever else it is you serve that they like. Then, since they're already in here, they buy toothpaste, candy, cigarettes, cough medicine, magazines and what have you.

Now, if you let the fountain service sag and don't serve customers right, what happens? Do they tell you about it? They do not! They simply go some place else, where there is a good soda fountain, and that extra business goes with them.

Now then, a word about personal appearance and neatness. It's not exactly a chrome-plated cinch to tell a gal how to dress and pretty herself up.

Nature has been very kind to you, Georgia. You have lovely hands—among other lovely things. You sure keep your finger nails fixed up neatly, too. I haven't got beautiful hands—or maybe I'm too modest again—but I do



keep my mitts clean. It's important behind a fountain, because the guy on the other side doesn't like to be served by a pair of dukes that look as though they had been picking soot specks out of crankcase drainings.

Of course, the starchier and perkier your white cap and your uniform are, the more it adds to the appetite appeal of a soda fountain. Another thing: don't slouch or stoop on the job. Hold yourself erect and majestic, you might say—same as you'd do if you were walking in front of a Hollywood casting director.

Then, there's your attitude toward the customers. Always greet them with a smile. An attractive gal like yourself can make it a slight, quick smile so you don't mislead some rambling Romeo.

Now, back to the soda fountain, Georgia. Keep it clean. When people eat their meals at home, they like snowy tablecloths, shining silver and plates, sparkling glasses. They feel the same way about it when they stop at the soda fountain for a snack.

Take a quick gander at those glasses on the backbar, Georgia. We keep them clean and polished because they make a good impression on each customer who sees them.

One thing that can ruin a fountain's appetite appeal is a bunch of puddles. Keep the fountain wiped. The minute a customer sets down his empty glass, move in with a nice towel and let him see you wipe up the moisture. That simple act always registers in his subconscious self. Besides, puddles sometimes create funny smells and they always draw flies.

Keep a fly swatter handy, but out of sight. Never swat flies when you have somebody at the fountain, but when you're alone for a few minutes and see a fly, just imagine that you're a Marine and it's a Jap—and squoosh him, but don't forget to remove his carcass.

Some day, Georgia, you'll have a home of your own—and how proud you'll be. You'll keep it scrubbed and polished. This fountain is a good place to get in some practice. Look at it right now. Last thing I did last night

—and every night—was to scrub the top with soap and water, polish up all the metal parts and scrub off foot scuffs on the front panels.

See that booklet hanging there? That tells you everything you ought to know about how to keep a fountain clean. Read it so often that you'll know it by heart—just like I've got to memorize “My General Orders Are” in the Army.

Now perk up your pretty pink ears, Georgia, because here's where we get technical. As you know, nobody can live without a heart. Well, the *heart of the soda fountain is the cooler box*. When it's healthy, fountain business is in the pink. When it's ailing, fountain business is in the red. Look, cold carbonated drinks bring in more profit than any other group of fountain items. And, better than every third customer asks for an ice-cold Coca-Cola.

Beg pardon . . . you're a little hazy about just what carbonation is? It's very simple, Georgia—but you can make it complicated by getting careless. Carbonating water



just means that you add carbon dioxide or CO₂ gas to water to make it bubbly, lively and sparkling. Now, when you add cold, carbonated water from this draft arm here to a glass containing just the right amount of Coca-Cola syrup, for instance, the carbonated water brings out the delicious flavor perfectly . . . if the carbonated water is right and the way you add it is right.

Three things spoil carbonation—heat, grease and over-agitation.

See this bright, red machine, Georgia? That's a dispenser for Coca-Cola. It measures, mixes and sometimes, I believe, it thinks. It solves your fountain's biggest prob-



lems because . . . wait, let me read what this little instruction book says:

- “1) It provides adequate additional refrigeration assuring Coca-Cola below 38°.
- 2) It furnishes refrigeration to the point of service eliminating long lead lines.
- 3) It directly refrigerates Coca-Cola syrup as well as carbonated water.
- 4) It gives positive definite syrup control assuring you of 115 drinks per gallon.
- 5) Its flowing mix assures you of uniform, well carbonated Coca-Cola.
- 6) It simplifies the serving of Coca-Cola and speeds up service at the fountain.
- 7) Its modern design and appearance offer an excellent opportunity to properly merchandise your profit leader.”

Now, Georgia, here's the fountain cooler box. You have to keep the right-sized ice formation in there all the time. That pre-chills the carbonated water that goes to the dispenser—makes it really *cold*.

Then, you have to give the carbonating equipment a real going over every day. See this thingamajig? That's the dispenser valve. It's set to deliver in the standard glass for Coca-Cola an absolutely perfectly mixed drink in just five seconds. If the gas pressure is low, you get a slow-drawing drink that won't be mixed right. You get the same thing in another way if the pressure is too high. The drink draws too fast, it foams, it isn't mixed right. Gas pressure for a five-second drink is exactly perfect.

Don't forget, Georgia, to keep a day's supply of Coca-Cola syrup in the dry cold compartment. Then you always have it chilled and ready for use.

To keep the dispenser well-iced all the time, keep the ice cracked EGG SIZE or SMALLER—but *NEVER SHAVED*. Don't forget to push the ice down once in a while, too. That prevents what we call 'bridging', which means allowing air pockets to form where ice ought to be.

Once a week this hard-working dispenser needs a thorough cleaning. That doesn't mean just the parts that store and deliver syrup, Georgia. It means the ice-bath compartment, also. See this book? On pages 22 and 23 of "Make Your Fountain Pay More Profits", you'll find simple instructions that will show you how to finish the cleaning job in a short time and with as little bother as possible.

Now we come to another chapter on a subject that I'm very hot about—refrigeration.

All customers have very fixed notions about heat and cold. They like hot coffee, hot music, hot dogs, sizzling hot steaks, hot biscuits and hot radiators on cold mornings. They like cold facts, cold refrigerators, cold cuts . . . and ice-cold carbonated beverages.

Don't get me wrong, Georgia. This doesn't mean that the customer wants a very small drink in his glass plus a snow shovelful of ice. He wants just the right amount of finely chipped ice. And, you won't have to worry your pretty head about just what is the right amount of ice, because that has been all figured out for you. This scoop measures just the right amount of finely chipped ice to go in each drink.

Well, sir, a customer that comes in here and pays you dough to mix him a drink has a right to expect the right measurements. He also has a right to expect that drink to be just as good as it is possible for us to make it. You know, a few misguided fountain operators have tried to

cut down on the quantity of ingredients used and have tried to s-t-r-e-t-c-h them by diluting their syrups with simple syrup.

Georgia, you just can't build a fountain business that



way. People are too smart these days. They know that when drinks at your fountain aren't up to par, the easiest thing to do is just go to another fountain for refreshment instead of complaining to us that our drinks are weak or light or flat.

And then, too, Georgia, it's against the law to tamper with a trade-marked product. The boss won't stand for that, 'cause

lawsuits and courts are an awful waste of time and money. So you see there's nothing to be gained by doing things like that.

Now let me say a word about rationing. You know, of course, how sugar is being rationed to manufacturers as well as to households. Naturally, that makes less Coca-Cola syrup available, and the wholesalers have to ration their supply out to their retailers.

Now the smart thing to do, Georgia, is to ration the rations. We don't start handing out Cokes high, wide and handsome as soon as we get our Coca-Cola syrup and keep that up till it's all gone. We use some every day and at different times of the day. The first of each month the boss finds out from our wholesaler how much Coke we'll get that month. Then, we divide that by 30, and we know how much we'll have to serve each day. But we don't

serve it the same hours each day. We start serving when we open up one day—then the next day we start at 10 o'clock—the next day at noon and so on. That gives people who come in at different times of the day a break—and keeps them coming in. Keep your eyes open, Georgia, study the store traffic and figure out when the fewest people will have to hear you say, "Sorry—no more Cokes".



Another thing, don't just tell them you're sorry. Suggest some other drink—like fruit juices, or ice cream soda, or a milk drink.

The main thing is to keep the confidence and good-will of the consumer by making him feel that he's being treated as fairly

as possible during any period of restrictions.

Now, hand me that Coca-Cola glass, Georgia, and I'll show you what I mean by serving a drink right.



THERE's a reason behind this Coca-Cola glass, and it's just plain common-sense. See the name, "Coca-Cola", and the word "Trade-Mark" beneath it on the glass. That really makes it a trade-marked "package" for Coca-Cola at the fountain—tying it into the advertising that people see wherever they go. You'll see that this is not a *thick* glass. A thick glass raises the temperature of a drink—while a thin one doesn't.



PLACE an ounce of finely chipped ice in the glass. In using the dispenser, be sure to pull this handle all the way down to get the proper amount of syrup. When you draw a number of Cokes in quick succession, leave the handle in the upright position for two or three seconds between drinks so the measuring chamber can fill completely. If you don't get enough syrup or not enough carbonated water, or if the carbonated water runs too slowly or you get excessive foaming, switch immediately to the syrup pump and draft arm and then look at the trouble chart on Page 24 of this "Make Your Fountain Pay More Profits" booklet.

Now, there may be times when you can't use the automatic dispenser—times such as when it's being cleaned or when you're waiting for the refrigeration to get down to where it's just right. Then you will use the draft arm and the syrup pump. Since sixty-seven cents out of every dollar's worth of Coca-Cola sold at the soda fountain is gross profit, it pays to serve a Coke right.



WHEN you do use the draft arm and syrup pump, draw a full ounce of Coca-Cola syrup into the glass. Get that, Georgia, a full ounce of Coca-Cola syrup—no more and no less. If you give 'em too little syrup one time and too much syrup another time your customer will quit you. They like 'em uniform. It's just as easy to do it right as it is to be careless.



NEXT you add about an ounce of finely chopped ice. This scoop measures just the right amount—one ounce. And be sure it's finely chopped—not shaved and not in lumps. Ice is used to get over the idea of cold—not to cover up the use of warm carbonated water. That's bad business.



Now you are all set to put in the carbonated water. But, before you go ahead, remember that if the draft arm hasn't been in use for a few moments it's best to let a little carbonated water run off before you fill your glass. That way you get rid of the warm water and give your customer nice, cold water that's got plenty of gas.



THIS is the wrong way to draw carbonated water into a glass, Georgia. The glass is too far from the draft arm. The water falls into it with so much of a splash that all the carbonation gets out. Some guys even go so far as to stir at the same time—which makes trouble double.

ANOTHER dumb stunt is to put the carbonated water into the glass first and then add the Coca-Cola syrup. You can't ever get a good mixture that way. Now, Georgia, I'll show you the right way to use carbonated water. The right way is: first the syrup . . . then your chipped ice . . . and last your carbonated water.





BRING your glass up close to the draft arm, Georgia. Use the coarse stream and tilt your glass so the carbonated water hits the side and runs in gently. By doing this, you avoid a lot of churning and you don't lose carbonation. Don't ever stir while the water is running in.



Now you stir the drink with a spoon to mix it thoroughly. Just four or five gentle stirs with a spoon are enough. That makes a nice, lively drink. You don't have to act like you were beating an egg or spanking old Uncle Tom. If you stir too much, all the gas escapes and you have a flat drink.



WHEN everything is ready, Georgia, serve it with a smile—just a nice, friendly smile, and a “Thank you”.



LOOK up there. That's valuable advertising space up there, Georgia. And that's why we decorate our fountain with displays for Coca-Cola and not with ads for other drinks that run up a grand sales total of three or maybe four for the week. Remember, Coca-Cola is the most profitable drink at the soda fountain. Some fountain own-



ers think they make more profit on fancy drinks and dishes, but the boss told me he makes a gross profit of 67% on Coca-Cola and considering all we sell . . . that's sumpin'. In fact, it's about \$4.00 per gallon of syrup sold—and so the 12 gallons or so that we sell here every week bring in about \$50.00 per week gross profit.

And we want to keep people asking for Coke, Georgia, even under the restriction because that's profitable business. This restriction won't be with us forever, and we

want our customers to still be asking for Coke when it's lifted.



The big thing to remember is the value of the soda fountain in attracting new customers and holding the old ones. This fountain offers the easiest means of getting new customers into the store, the surest way—if it's run right—of tying the customer to the store for repeat sales, and a

direct help in building up sales in other departments.

The boss tells me that six out of every ten people who come into a drug store pause at the fountain—and that one of every three of these fountain customers asks for Coca-Cola. That's why I told you, Georgia, that it doesn't pay to tamper with a product that means so much to us in bringing people into the store. They know what they want—so see that they get it.

The fountain not only brings them into the store, but sends an average of one out of every six persons to another department for toothpaste, razor blades, soap, powder, lipstick, writing paper, cold creams, shaving lotion and the like of that. And, remember that the fountain appeals to all classes, and to men, women and children alike. I'm not expecting you to learn everything there is to learn overnight, Georgia, but if you just stay awake and do your stuff you'll catch on quick. The boss knows what he can expect from a soda fountain. Just give

him what he wants, young lady, and you won't have to worry about the future.

Let's just highlight this little talk, Georgia. You want to remember.

- 1) Your attitude toward your job should be that you have a good job that's going to get you somewhere.
- 2) You're the traffic light for the traffic that comes into this store. When a fountain is well operated, it's a green light.
- 3) Personal appearance and daintiness on your part help make the fountain attractive.
- 4) Have a smile and a friendly word for each customer.
- 5) Keep the fountain, the backbar and all glasses clean and sparkling.
- 6) The carbonator should be watched to insure 100% efficiency.
- 7) Study the book, "Make Your Fountain Pay More Profits" with particular attention to the dispenser.
- 8) Watch your refrigeration . . . and *watch your refrigeration*.
- 9) Once a week give the cooler box and the dispenser a thorough cleaning.
- 10) Study the store traffic and adjust your rationing so that *everybody* gets a Coke now and then and as few people as possible are affected when you say "Sorry —no more Cokes". Suggest other well-known fountain drinks when Coca-Cola is being rationed.
- 11) Use valuable advertising space for advertising



Coca-Cola, not something less profitable.

Like I said in the beginning, a gal of your age has a lot to learn. One big thing you've got to learn is that there's no future in any job unless you put it there. You'll get valuable experience here. Remember—you'll learn a lot about merchandising and the buying habits of people. That's information that will be valuable to you and to me if we ever have that place of our own some day. Keep your eyes open. Watch what's going on around you. Always have an eye on the other guy who is just a step farther than you are, because you can't tell when there might come a chance for you to step into his shoes.

To sum it all up, Georgia, you can make or break this fountain, you know—and that means you can make or break yourself. O.K., kid—get busy now. I've got to scram now and see a man about an Army.

